

# ABSIA Survey Results Webinar



## Webinar Agenda

1. Introductions
2. Run through of graphs and insights from the survey report
3. Opportunity to ask questions and share further insights

Throughout the webinar, ask questions by sending a chat to all participants or ABSIA Webinars.

## Webinar Participants

Ian Gibson - Co-Host

- ABSIA Director

Chris Howard - Co-Host

- ABSIA Director & President

Maggie Leese (ABSIA Webinars)

- ABSIA Marketing Officer



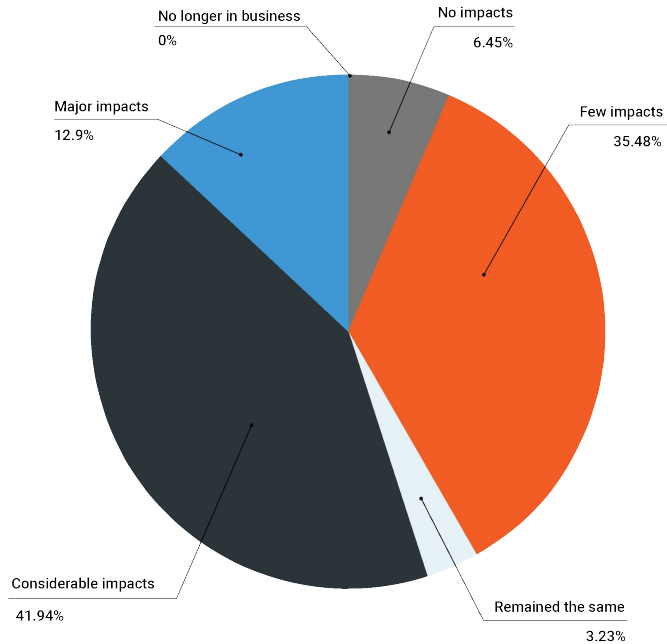
## Acknowledgement of Traditional Owners

## Survey Overview

- Collected responses over a two week period
- 90% of responses from Australia
- Limited number of responses removed due to incomplete data
- Majority of responses from tax & accounting and payroll & employee services space

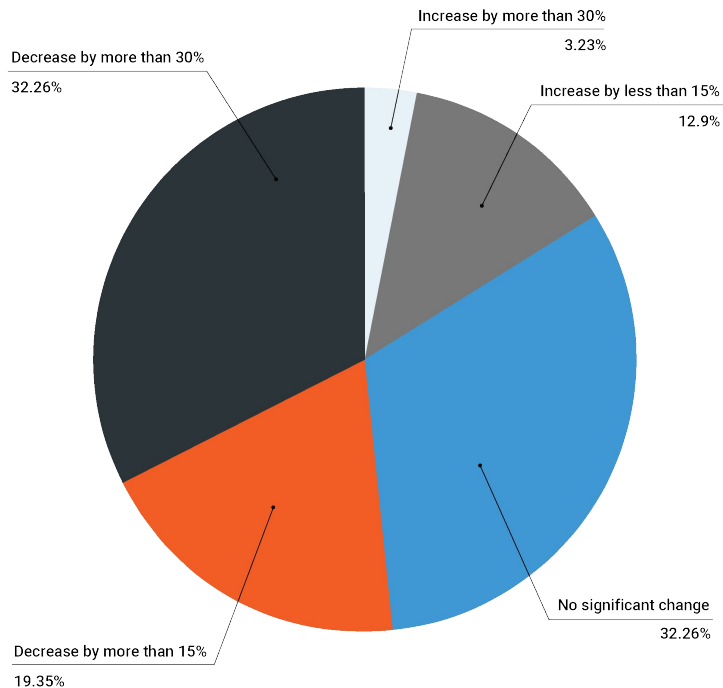


# Impacts on Business Software Providers



- Over 90% of respondents were impacted by COVID-19
- ABS 74% of businesses changed how they operate, 72% of businesses saw decrease in revenue

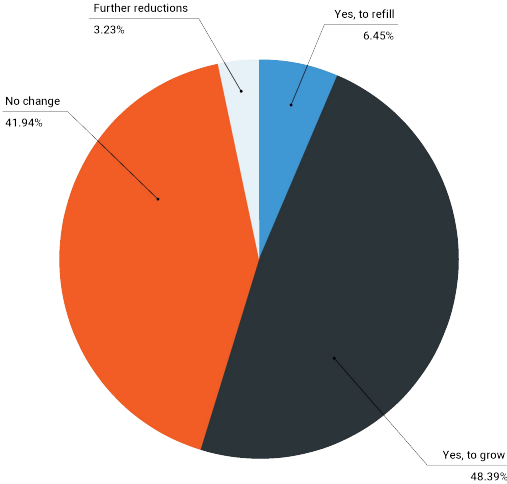
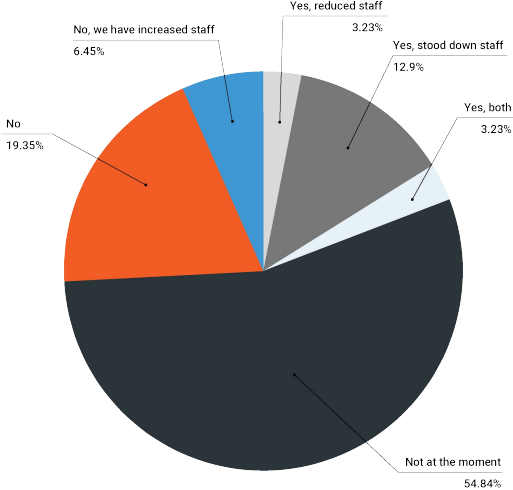
## Changes in Revenue



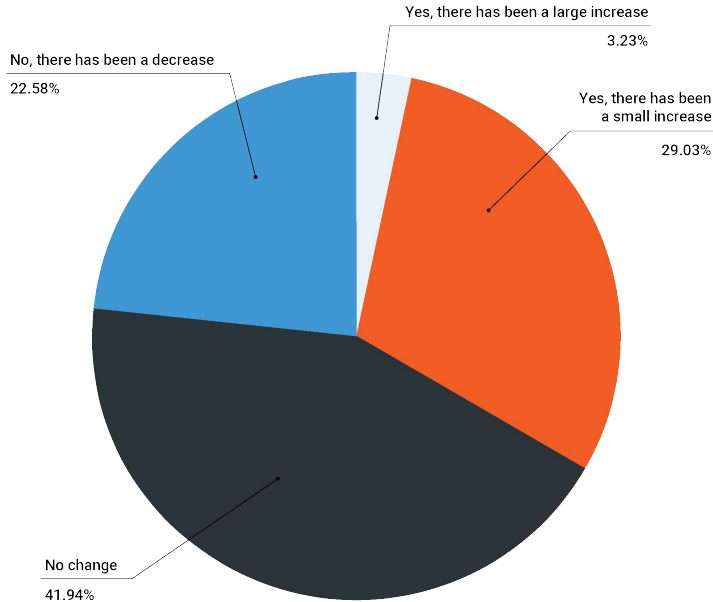
- 52% expecting decreases in revenue
- Potential impacts of stimulus measures keeping some respondents/the industry afloat



# Changes in Staff

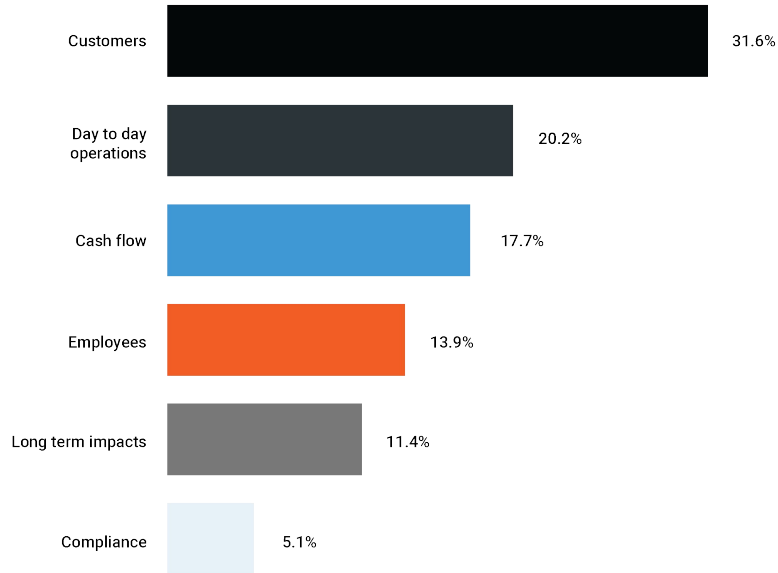


# Changes in Customers



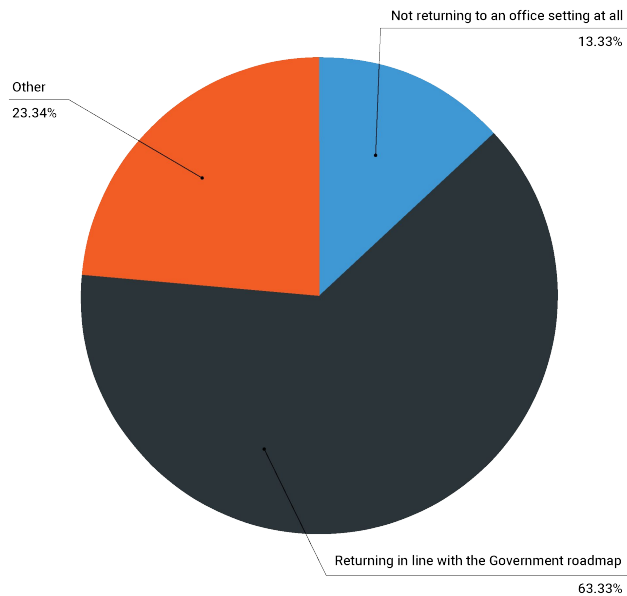
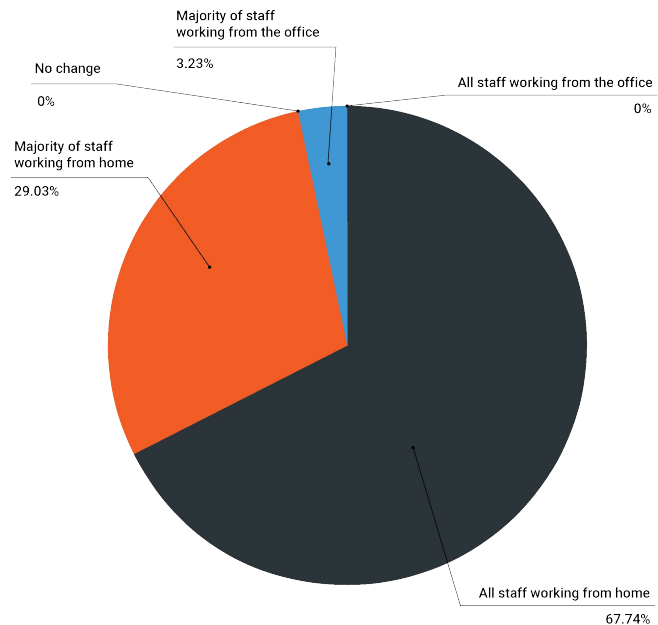
- Was this an opportunity for business software providers to gain new customers?
- No real change, mixed between increase and decrease in customers
- Perhaps customers just reacting to COVID-19 or taking the opportunity to reduce costs or switch providers

# What is the Industry Worried About?

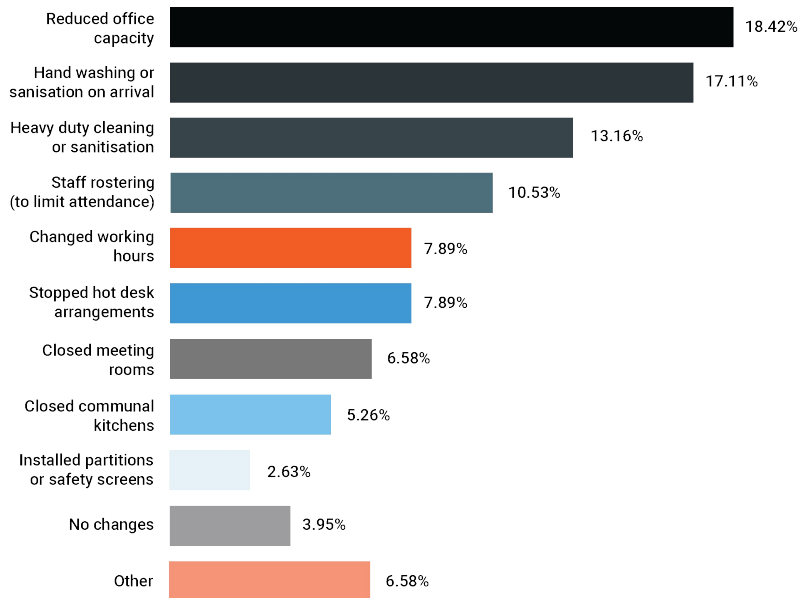


- Majority worried about their customers
  - Their survival and financial viability
  - Potential cash flow effects from customers cancelling/downsizing
- Worried about running businesses remotely, productivity of staff, remotely managing projects

# Transitioning Back to Work in the Office

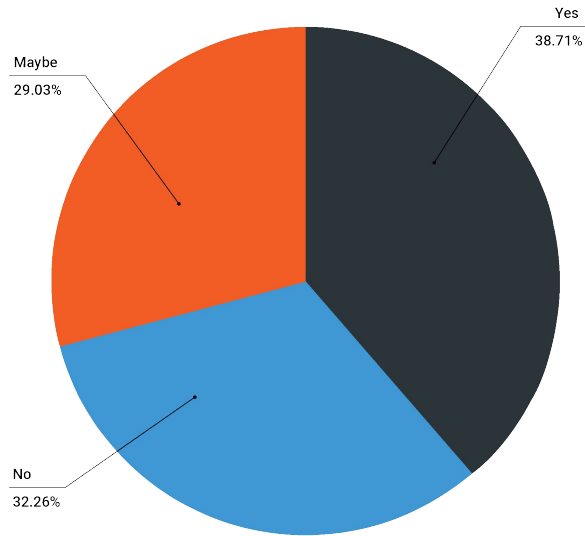


# Changes to Workplaces



- Another popular answer
  - Restricting numbers in meeting rooms and break out areas
- Some already had strict personal health policies, we expect more of this

# Changes to How Businesses Operate or Respond to Challenges



- Fairly even results
- When answering yes, looking at various changes:
  - Products
  - Work (reduced air travel, online meetings)
  - Discounts, sales and marketing methods

## Regulatory Changes

support flexibility regulations employers work  
business  
employers

Summarised these comments into the following headings:

- Workplace regulations
- Tax
- Continued subsidies and support
- ATO and government related
- Greater support for DSPs and the software industry

## Initiatives for the Industry

business digital software

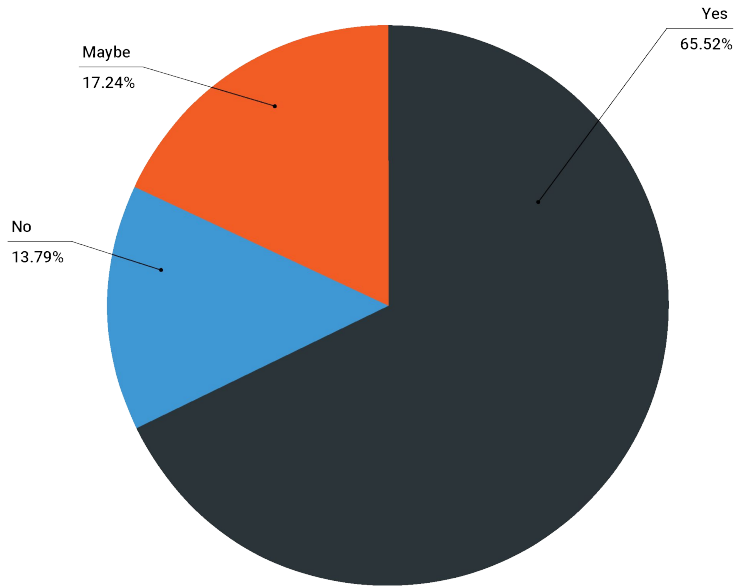
software e-invoicing **businesses**

Summarised these suggestions into the following headings:

- Fair Work
- Promotion
- E-invoicing
- Government
- Incentives

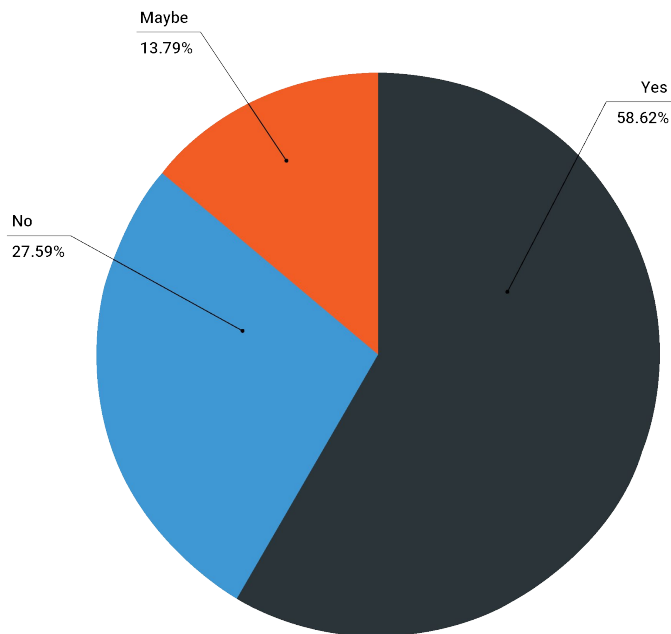


# Will the Next 12 Months be a Significant Time for Innovation and Technological Change?



- Majority yes
- Answering no or maybe:
  - Depends on government's policy direction
  - Lack of investment funds, financial uncertainty, loss of income may inhibit innovation

# Attitudes Towards Cyber Security



- Majority yes
- Answering yes:
  - Working from home raised cyber security issues. Priority moving forward
  - Working from home not as secure as workplace
  - Fraud and media exposure drive improved security requirements

## ABSIA's Response to the Survey

Undertook the survey to put together these findings and themes to present back to the industry and to better understand the current state of the industry and how ABSIA can advocate for and support the industry moving forward.

Through the survey, we received various suggestions and feedback for work ABSIA can carry out to benefit the industry. These have been summarised by the following headings:

- Fair Work Australia
- Industry advocacy
- ATO
- ABSIA internally

As a board and alongside our members, we look forward to engaging in this work.



Questions?



# Thank You

Access the survey on ABSIA's website here: <https://www.absia.asn.au/business-software-industry-covid-19-impacts-report/>.

Visit our website.

Contact us.

Find ABSIA on social media.

